



CUSTOMER PERCEPTION TOWARDS ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr.S.Jaculin Arockia Selvi

*Assistant Professor and Head, Department of Commerce(CA) and PG Department of Commerce,
Nirmala College for Women, Coimbatore, T.N, India*

J.Novina Steffy

Master of Commerce, Nirmala College for Women, Coimbatore, T.N, India

ABSTRACT

Eco-friendly products are products that do not harm the environment, whether in their production, use or disposal. Consumers are becoming more interested in environmental friendly products, raising the demand against a limited supply. The main aim of the study was to investigate the preference of customers and the purchase intention of the customers who prefer Eco-friendly products. Based on this study a structured questionnaire was framed and respondents in Coimbatore city were surveyed. To analyse the purchase intention and level of satisfaction, statistical tools like chi-square analysis and correlation analysis were used. The findings revealed that the customer preference towards Eco-friendly products is high as majority of the customers are aware of the importance of Eco-friendly products. The customers also continue to purchase the Eco-friendly products as they consider the fact that Eco-friendly products are better than a common product.

KEY WORDS: *Eco-friendly, environmental, purchase intention.*

INTRODUCTION

Everyone wants to give their family the best; whether that means the best food or the highest quality healthcare, every parent or guardian is looking to provide their children with the best of the best. When looking into products for families, it is important to consider all of the effects of the products used. Many of these products are sneaky, and may use harsh or even toxic chemicals to make their product in the cheapest way possible, completely disregarding the safety and health of consumers.

By using eco-friendly products, each person is contributing to the safety and preservation of the resources provided from the planet, such as metals, plastics, and even water. If more people use eco-friendly products, the cost of other products will go down, and it would benefit all inhabitants, human and animal. In order to conserve the beauty, resources, and inhabitability of the planet, it is important that our everyday decisions positively affect the planet. That is where eco-friendly products come in. They are both good for families and for the planet, and eco-friendly products provide consumers with the option to choose responsibility over frivolity. Eco-friendly products are both good for the environment and safer for consumers. They are the smart choice for families everywhere.

OBJECTIVES OF THE STUDY

- To analyse the purchase intention of the customers towards the Eco-Friendly products.
- To assess the level of satisfaction of customers using Eco-Friendly products.

METHODOLOGY OF THE STUDY

The research methodology outlines the actual research problems and details the process for solving it. A good research design and methodology clearly describes the techniques to be used for selecting samples, collecting data and other aspects that are essential for conducting a research.

SOURCES OF DATA

PRIMARY DATA

- The primary data has been collected through administration of structured questionnaire.

SECONDARY DATA

- Secondary data has been collected from various websites and reference books.

SAMPLE SIZE

The size of sample confined to this study is 100 respondents.

AREA OF STUDY

The study was conducted within the Coimbatore city.

STATISTICAL TOOLS USED

- ✓ Chi-Square Analysis.
- ✓ Correlation Analysis

**ANALYSIS AND INTERPRETATION - CHI-SQUARE ANALYSIS
COMPARISON BETWEEN EDUCATIONAL QUALIFICATION AND PURCHASE
INTENTION**

Ho: There is no significant relationship between educational level and purchase intention.

FACTORS	VALUE	DEGREE OF FREEDOM	ASYMPTOTIC SIGNIFICANT
Good Image	7.333 ^a	6	0.291
Preserve the earth	2.763 ^a	6	0.838
Like to use Eco-Friendly products	7.389 ^a	6	0.286
Trendy/Fashionable	15.136 ^a	6	0.019
Purchases made on unplanned decisions	12.084 ^a	6	0.06

The table explains clearly that the calculated value is less than the table value at 5% level of significance, so the null hypothesis is accepted.

COMPARISON BETWEEN MONTHLY INCOME AND LEVEL OF SATISFACTION

Ho: There is no significant relationship between monthly income and level of satisfaction.

FACTORS	VALUE	DEGREE OF FREEDOM	AsympTOTIC SIGNIFICANT
Price	6.167 ^a	6	0.405
Quality	4.609 ^a	6	0.595
Availability	11.545 ^a	9	0.24
Durability	4.616 ^a	6	0.594
Product Image	12.107 ^a	6	0.06

The table explains clearly that the calculated value is less than the table value at 5% level of significance, so the null hypothesis is accepted.

PEARSON'S CORRELATION

CORRELATION BETWEEN EDUCATIONAL LEVEL AND REASON FOR CONTINUING THE PURCHASE.

Pearson's R Spearman Correlation	Value	Asymp. Std. Error ^a	Approx. T _b	Approx. Sig.
Interval by Interval Pearson's R	-.206	.108	-2.088	.039 ^c
Ordinal by Ordinal Spearman Correlation	-.182	.101	-1.830	.070 ^c
N of Valid Cases	100			

FINDINGS AND CONCLUSION**FINDINGS FROM CHI-SQUARE ANALYSIS**

- There is no significant relationship between monthly income and level of satisfaction.
- There is no significant relationship between educational qualification and purchase intention.

FINDINGS FROM CORRELATION ANALYSIS

- The Pearson's correlation is -1 (-0.206), which indicates a negative correlation between the variables, Educational level and Reason for continuing the purchase towards the Eco-Friendly products are moving towards the opposite direction.

CONCLUSION

It is evident from the study that, the customer preference towards the Eco-Friendly products is high as most of the respondents are aware of the environmental importance of the eco-friendly products. The factors influencing the customers to prefer eco-friendly products are found to be the quality, harmless nature of the product, easy disposal of the product and product image. Majority of the respondents have stated the preservation of the environment as important criteria for purchasing the Eco-Friendly products.

In the upcoming days, there will be a tremendous increase in the usage of Eco-friendly products as embargement of plastics is considered as a crucial rule in the present scenario. If more campaigns and promotion are conducted on the importance of Eco-Friendly products, the society will see a huge development in the environmental sector.

REFERENCES

1. Chakrabarti, S. (2010), "A Select Study of Consumer Purchase Behaviour of Organic Food in Delhi NCR Region", *Indian Journal of Marketing*, Vol. 40, No. 8. 3 – 6, 24.
2. Saxena, R.P. & Khandelwal, P.K. (2010), "Can Green Marketing be used as a tool for Sustainable Growth?: A Study Performed on Consumers in India – An Emerging Economy", *The International Journal of Environmental, Cultural, Economic and Social Sustainability*, Vol. 6, No. 2, 277 – 291.
3. Senthilnathan, C. (2011), "Marketing Strategies for Modifying Consumer Behaviour towards Green Products", *Marketing Mastermind*, May 2011, 47-52.
4. Sharma, Y. (2011), "Changing Consumer Behaviour with respect to Green Marketing – A Case Study of Consumer Durables and Retailing", *International Journal of Multidisciplinary Research*, Vol. 1, No. 4, 152 – 162.